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ABSTRACT

Three designs for a course in international marketing are described. The first requires a team of three to four students to research a designated country according to specific guidelines to determine which American products would sell best in that country. This project requires a written paper and an oral presentation. The five areas investigated are the country's economy, culture, political system, distribution system, and promotional system. Students make product recommendations based on their findings. The second design requires each student to analyze the same eight cases from the textbook and submit a one-page report on each case. The third design requires each student to present a 10-minute talk about an assigned topic, accompanied by a bibliography. The last two designs are supplemented by guest speakers, videotapes, films, and current events items. Lists of requirements for each design, topic lists, and evaluation forms are appended. (MSE)

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INTERNATIONAL MARKETING: A TEACHING PROSPECTUS

by

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September 6, 1988

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INTERNATIONAL MARKETING: A TEACHING PROSPECTUS

Three different course designs are outlined in this paper for a course in international marketing (or business). These course designs are based on the International Marketing course I teach at Longwood College in Farmville, Virginia. The three designs have been utilized as curriculum requirements in this course over the last two years.

Briefly, international marketing studies the marketing of products and services in other countries and develops promotional and distributional strategies based on cultural differences.

The first course design requires a team of 3-4 students to research a designated country according to specific guidelines to determine which American products would sell best in that country. This, of course, is not realistic because in the majority of cases a company wishes to sell in other countries the product(s) it is currently producing with as little modification as possible.

This research requires a written paper and an oral presentation. By requiring an oral presentation, the other students are exposed to the problems and challenges of selling American products in a global environment. The guidelines for the paper are given in Exhibit I. The five areas of investigation are (1) a country's economy, (2) culture, (3) political system, (4) distribution system, and (5) promotional system. The final section of the report, the Suggestion Section,

gives students an opportunity to make product recommendations based on their research. They must give meaningful rationale to support their decisions. (See Form A for the Written Report Evaluation form and Form B for the Presentation Evaluation form. These forms are given to each team early in the course so they will know the instructor's expectations.) A listing of the resources available on campus is included in the guidelines.

Exhibit II displays the Oral Presentation Requirements. Notice that all students are required to have equal representation during the presentation and that they must wear business attire and present themselves in a business-like manner.

The team members are also given rating sheets on which they evaluate the other team members. (See Form C.) A team grade is first given on the written report and then adjusted according to the peer evaluations to determine an individual's grade.

In addition to the team report (written and oral), each student is responsible for the lecture and textbook material for the four scheduled exams. The final exam includes questions about the team presentations. Extra credit is given at the discretion of the instructor. This usually involves awarding five extra points to be added to total points for attending a lecture given on an international topic outside the classroom. The course is supplemented with current event news items, guest speakers, videotapes, and films.

The second design requires each student to analyze the same eight cases from selected chapters in the text and to submit a

typed, one-page report on each case. The students are requested to use appropriate terminology from the corresponding and previous chapters. The eight reports are worth between 10-20 points each and total 100 points. Each case is discussed in class and no papers will be accepted after that class period.

This design also requires four exams and is supplemented with guest speakers, videotapes, films, and current event items. Extra credit is also given to those students who attend events of international interest as announced beforehand by the instructor.

The third design requires each student to present a 10-minute talk about an assigned topic. Exhibit III is a list of forty terms and topics of international interest. The instructor can assign topics, students may sign up for specific topics, or they may randomly draw names for each topic. Exhibit IV lists the guidelines for the oral presentation on topics. Each student is required to submit a typed bibliography to the instructor before the presentation. The instructor writes notes on the bibliography for further reference. At the next session the instructor gives the student his/her grade and comments about the content and delivery of the presentation.

Four exams are given covering lectures, information from the text, and oral presentations. Extra credit is given for attendance at events of international relevance. The course is also supplemented by guest speakers, current news items, videos, and films.

A supplemental list of resources is available for students who are having difficulties finding information on their country or topic.

Some videos and films that I have found most enlightening are the following:

"The Garden of Eden in Decay" from the PBS "Africans" series which ran in the fall of 1987

"One Man's Multinational" about international shoe manufacturer Thomas Bata, available through audio-visual services at The Pennsylvania State University

"Doing Business In Japan: Negotiating a contract"
"Col. Sanders Comes to Japan"
"Smirnoff Story"
all available through American Marketing Association

"Adventures in China Trade" through Audio-Visual Center, Capitol Heights, Maryland

"Culture Barriers" through sociology department

And any other film or video on or about other countries

Exhibit I

BUAD 384: INTERNATIONAL MARKETING TERM PAPER REQUIREMENTS
DUE DATE: Wednesday, December 2

CONTENTS: Include the following information about your country in your team's written report.

I. ECONOMY (Ch. 3)
- population (most recent)
- growth outlook
- per capita income
- natural resources
- urban or rural?
- bribery common?
- trading partners
- major exported goods (by type)
- major imported goods (by type)
- monetary unit(s)
- unemployment rate
- balance of trade (dollar amount for surplus or deficit (against major importer if need be))
- current trade restrictions or bans

II. CULTURE (Ch. 4)
- language(s)
- religion(s)
- customs pertaining to marketing and/or promotion
- education
- diet

III. POLITICAL SYSTEM (Ch. 5)
- democratic, socialistic, capitalistic?
- how stable?
- current leader or party

IV. DISTRIBUTION SYSTEM (Ch.11)
- modes of transportation
- open or closed market?
- bartering?
- retailing structure (types of stores, open-air, etc.)
- agents
- grographic barriers to physical distribution

V. PROMOTION (Ch. 13)
- What types are available? How many?
  ex. radio, TV, newspaper, personal selling, trade fairs
- Is bribery used as a promotional tool?
- Is counter trading used?

VI. SUGGESTION SECTION
- What products does your team suggest would sell well in your country? Why?

VII. MECHANICS
- Report will be typed, double-spaced
- Minimum of 10 pages

Exhibit I (con't)

- Will include appropriate graphs, charts, statistical tables, etc.
- Will include footnotes (suggest using MLA or APA styles)
- Will include a bibliography
- Will have pages numbered
- A table of contents is not required

VIII. RESOURCES

LIBRARY
- Area Series Handbook
- Country Studt Books
- Books listed by country's name
- Periodicals
- Political Handbook of the World (1986)
- Countries of the World and Their Leaders Yearbook (1987)
- The Europa Yearbook (1986)
- Encyclopedia of the Third World
- The Statesman's Yearbook
- 1987 World Almanac
- Export Marketing of Capital Goods to Socialist Countries
- Marketing to South Korea
- Export Marketing to the Arab World

INTERVIEWS — People who are from, have lived in or visited your country.

NOTE: Each team member will initially receive the same grade on the report, but the grade will be adjusted after the instructor reviews the peer evaluations. This report is worth a maximum of 100 points toward the student's final grade.

Exhibit II

ORAL PRESENTATION REQUIREMENTS

- Each team member will have equal participation in the presentation.
- Each team will have 15-20 minutes to present its findings.
- The presentation will include a brief analysis of its economy, culture, political system, distribution system, promotion, and suggestions on what products would sell well in the country and why. (Support your choices with sound data.)
- Use charts, handouts, transparencies, or the blackboard on which to list statistical data.
- List pertinent data on charts, etc.
- List products and rationale on charts, etc.
- Wear business attire and present yourself in a business-like manner.
- Provide a question and answer period at the conclusion.
- There will be two presentations a day. They are tentatively scheduled for November 16, 18, 20, 23, 30.
- This project is worth a total of 50 points toward the students' total points for the course.

Exhibit III

INTERNATIONAL MARKETING ORAL PRESENTATION TOPICS
SCHEDULE

	TOPIC	DATE	NAME
1.	Ad Valorem Tariff (Tax)	08/29/87	
2.	Tariff Factory	09/02/87	
3.	World Bank	09/02/87	
4.	International Monetary Fund (IMF)	09/07/87	
5.	European Community	09/07/87	
6.	United Nations Conference on Trade and Development	09/07/87	
7.	Animism	09/18/87	
8.	Cartel	09/18/87	
9.	Objective Theory of Jurisdiction	09/18/87	
10.	GATT (General Agreement on Tariffs and Trade)	09/23/87	
11.	Law of the Sea Convention	09/23/87	
12.	Paris Union	09/23/87	
13.	International Standards Organization	09/28/87	
14.	Madrid Arrangement	09/28/87	
15.	Export Management Company	10/26/87	
16.	Webb - Pomerene Association	10/26/87	
17.	Export - Trading Company	10/26/87	
18.	Piggyback (see text to begin)	10/28/87	
19.	Franchising	10/28/87	
20.	Free Trade Zones	11/04/87	
21.	Coverage (in advertising)1	11/06/87	
22.	Cooperative Advertising	11/09/87	
23.	"DUMPING"	11/18/87	
24.	Foreign Credit Insurance Corporation	11/20/87	
25.	Switch Trading	11/20/87	
26.	Transfer Pricing	11/20/87	
27.	Inflation	11/23/87	
28.	Transportation in Angola	11/23/87	
29.	Inflation in Brazil	11/23/87	
30.	Political Situation in Chile	11/25/87	
31.	Communications in Costa Rica	11/25/87	
32.	Trade to Czechoslovakia	11/25/87	
33.	Women in Egypt	11/30/87	
34.	Aids in Haiti	11/30/87	
35.	Freedom of Speech in Honduras	11/30/87	
36.	South Korea Exports	12/02/87	
37.	Iraq Oil Trade	12/02/87	
38.	Mexican Indebtedness	12/02/87	
39.	Phillippino Government Stability	12/02/87	
40.	Mozambique Transportation	12/02/87	

Exhibit IV

Topic Presentation Guidelines

1. Thoroughly research your topic.
2. Utilize charts, transparencies, the board, etc.
3. Include a history of the topic and current news items.
4. Limit your talk to 10 minutes.
5. Submit a typed bibliography to the instructor.
6. This project is worth 50 points.

RESEARCH SOURCES
(at the Longwood Library)

On Reserve Under My Name (Terzin):
- Export Marketing of Capital Goods to Socialist Countries
- Multinational Enterprise
- Dictionary of Marketing and Advertising
- A Basic Guide to Exporting
- Export Marketing Manual
- 1987 World Almanac
- International Marketing Journal (from the U.K.)
- Marketing Week (from the U.K.)

Other Sources:
- Political Handbook of the World
- Countries of the World and Their Leaders Yearbook
- The Europa Yearbook
- Encyclopedia of the Third World
- The Statesman Yearbook
- Periodicals (use computers in basement)
- Area Series Handbooks
- Country Study Books

Team No. _____
Case _____

WRITTEN REPORT
EVALUATION
BUAD 384

Team Names _____

ORGANIZATION OF INFORMATION (5)	COMMENTS:
NEATNESS (5)	
GRAMMAR AND SPELLING (10)	
ANALYSIS OF ECONOMY (15)	
ANALYSIS OF CULTURE (10)	
ANALYSIS OF POLITICAL SYSTEM (10)	
ANALYSIS OF DISTRIBUTION SYSTEM (10)	
ANALYSIS OF PROMOTION (10)	
RATIONALE OF PRODUCT RECOMMEND-ATIONS (15)	
FOOTNOTES (5)	
BIBLIOGRAPHY (5)	
TOTAL POINTS (100)	

Form A

Country _____
Team No. _____
Members _____
_____
_____
_____
_____

PRESENTATION
EVALUATION
BUAD 384

Form B

Points Considered	Team Points	Comments
Economy (7)		
Culture (7)		
Political System (7)		
Distribution System (7)		
Promotion (7)		
Rationale (10)		
Effective use of Audio/Visual Aids (2)		
Participation by all Members (3)		
TOTAL POINTS (Maximum = 50)		

Form C

INDIVIDUAL RATINGS
OF PANEL MEMBERS

CASE _____ NAME _____

TRAITS CONSIDERED	PANEL MEMBER BEING RATED (Name)		
	GOOD	AVERAGE	POOR
Leadership			
Original Ideas			
Cooperation			
Participation			
Preparation of Written Report (Research, typing, etc.)			
Contribution to Oral Presentation (A/V's, participation, etc.)			

COMMENTS: